A METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR TRADING IN AN ONLINE MARKET

ABSTRACT OF THE DISCLOSURE

The present invention provides a method, system and computer program product for

5   increasing the trading efficiencies for trading parties in an online market. The present invention couples the bilateral negotiations with the existing trading mechanisms. A buyer or seller in an online market can selectively execute the trading mechanism or invoke bilateral negotiations in order to arrive at attractive and feasibility of the trading deals. An alternate embodiment of the present invention provides method system and a computer program product for increasing the

10   trading efficiency of the online market. The online market is regulated in order to maximize the number of trading parties that are able to strike trading deals within the regulations of the online market.